



REAL ESTATE ANNUAL

'IRON SHARPENS IRON'

How the three largest global
real estate firms duke it out in Dallas

Michael Caffey,
Ran Holman, and
David Carroll

BLOCKBUSTER DEALS

Top leases and
sales of 2018

OPPORTUNITY ZONES

Everything you
need to know

2019 MARKET OUTLOOK

Experts weigh in
on what's ahead



ON-THE-GROUND INSIGHTS

**MORE THAN 100 INDUSTRY EXPERTS SHARE THEIR
OBSERVATIONS AND OPINIONS WITH D CEO REAL ESTATE.
[HERE ARE EXCERPTS OF TOP POSTS FROM 2018.](#)**

By
Christine
Perez

PHOTOGRAPHY BY BILLY SURFACE



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WHEN WE LAUNCHED D CEO's Real Estate site

in 2011, the goal was to build community by going beyond news reports and deal scoops to provide in-depth interviews with leaders driving the industry in North Texas—tying back to our people-focused mission at *D CEO* magazine.

Another key component was opening up the site to a hand-picked stable of contributing editors. We looked for thought leaders who were informed and not afraid to share their opinions, and who represented all sectors, specialties, and geographic markets in North Texas. Seven years later, we now have an editorial force of nearly 100 columnists, many of whom are national authorities in their fields. Excerpts from top 2018 blog posts follow; a full list of 2019 contributing editors is on page 59.

Diane Butler
Principal
Butler Advisers

Gender Inequality in a Male-Dominated Industry

WOMEN PLAY an important role in society and economic growth. Yet, despite much progress, women still struggle to find equality with regard to leadership, opportunity, and pay. This is especially true in commercial real estate, which has long operated as a boys club.

A benchmark study performed by Commercial Real Estate Women (CREW) in 2015 found the industry median annual compensation was \$115,000 for women and \$150,000 for men—an average income gap of 23.3 percent.

If there ever was a time to talk about gender inequality, it's now. The trailblazing #MeToo and Time's Up anti-sexual assault and women's empowerment movements have raised awareness of hurdles women face on a daily basis. This cultural shift hasn't been lost on corporate America, which is now reconsidering many of its policies and procedures.

“People want to work for businesses that are committed to equality.”

DIANE BUTLER

Here are two strategies that can help level the playing field:

Establish mentorship and sponsorship programs. In the CREW study, women ranked lack of mentorship as their top barrier to success. Professional connections lead to relationships that can propel careers. Mentorship and sponsorship programs move the conversation from what men and women can't do to what we can do, and serve as a rallying cry to work together to create a more equal world.

Champion equality. People want to work for businesses that are committed to equality, so develop a clear strategy and communicate it. It's not only the right thing to do, it's smart business.

—Originally posted May 9, 2018